

**Minutes of the  
Tobacco Education and Research Oversight Committee (TEROC)**

Holiday Inn  
Capitol Plaza, Sacramento  
River City View Conference Room  
300 J Street  
Sacramento, CA 95814  
(916) 446-0100  
and  
University of Southern California  
2001 N. Soto Street  
3rd Floor, Conference Room 303  
Los Angeles, CA 90032

Thursday, February 13, 2014

**MEMBERS PRESENT:**

Ms. Denise Adams-Simms, Dr. Lourdes Baezconde-Garbanati, Ms. Vicki Bauman, Ms. Pat S. Etem (teleconferencing from USC Location), Dr. Lawrence Green, Dr. Alan Henderson, Dr. Pamela Ling, Dr. Michael Ong (Chair), Mr. Myron Dean Quon, Dr. Dorothy Rice, Dr. Shu-Hong Zhu

**MEMBERS ABSENT:**

Dr. Wendel Brunner

**OTHERS IN ATTENDANCE:**

Lynn Baskett, Consultant/TEROC Master Plan Writer  
Janette Chin, California Tobacco Control Program (CTCP)  
Gretta Foss-Holland, CTCP  
Tom Herman, California Department of Education (CDE)/Coordinate School Health and Safety Office (CSHSO)  
Dr. Jonathan Isler, CTCP  
Humberto Jurado Jr., CTCP  
Richard Kwong, CTCP  
John Lagomarsino, CDE/CSHSO  
Carol McGruder, African American Tobacco Control Leadership Council (AATCLC)  
Dr. Mary Modayil, CTCP  
April Roeseler, CTCP  
Nadine Roh, CTCP  
Alexandria Simpson, CTCP

**1. WELCOME, INTRODUCTION, AND OPENING COMMENTS**

TEROC Chair, Dr. Ong, called the meeting to order at 9:32 a.m. TEROC members and guests introduced themselves.

## **2. AGENDA REVIEW**

Ms. Baskett guided TEROC through the day's agenda and meeting outcomes were reviewed:

- Confirm Master Plan (MP) Principals
- Confirm objectives and strategies for MP
- Provide feedback on narrative for each objective for subcommittee use to further refine MP content
- Select MP theme
- Approve MP outline
- Provide input on the Changing Landscape introduction

## **3. REVIEW OF PRINCIPLES**

The proposed Principles were approved with one change: delete "public" from the first bullet. The sentence reads: Build strategic alliances to generate and sustain funding to maximally support a comprehensive, statewide tobacco control program.

## **4. REVIEW OF OBJECTIVES**

For each objective, TEROC confirmed or modified the wording of the objective and strategies and provided feedback to the sub-committee working on the draft narrative section. Objectives that were re-worded include:

- Objective 2: Vigorously protect and enhance Tobacco Control Capacity in California
- Objective 4: Decrease the Impact of Tobacco Use on People and the Environment

### **Action Items**

Sub-committees will meet by phone to incorporate TEROC feedback by March 7, 2014. The second revision to the narrative sections will be incorporated into the next draft of the Master Plan.

## **5. MASTER PLAN THEME**

Based on the TEROC member survey, potential themes were reviewed. TEROC preferred the Changing Landscape theme concept. Related titles are listed below:

### **Changing Landscape**

- A Vision For The Future Of Tobacco In California: Moving Forward Or Going Back
- A Vision For The Future Of Tobacco In California: Moving Forward, *Not* Going Back
- Emerging Threats, Enduring Commitment: Uniting To Eliminate Tobacco

### **Action Item**

CTCP staff will work with the concepts discussed to develop both a graphic for the cover and a title for the Master Plan for approval at the April webinar.

CTCP staff were introduced and presented the online features that would be incorporated into the online version of the Master Plan:

- Search within the document
- Tabs for each chapter
- Capacity to print individual chapters of the document
- Hyperlinks from the table of contents to the individual chapters
- Hyperlinks to external online sources of information

## **6. MASTER PLAN OUTLINE**

The proposed Master Plan outline was presented. It was noted that for the Appendix section, Local Successes was a placeholder based on how the specific narrative sections evolved. The approved Master Plan outline is as follows:

1. Forward/Chair's message
2. Proposition 99
3. About the Tobacco Education and Research Oversight Committee
4. Members of the Tobacco Education and Research Oversight Committee
5. Mission, Vision and Goal of Tobacco Control in California
6. Principles for Tobacco Control in California
7. Acknowledgements
8. Executive Summary
9. 2015-2017 Master Plan Objectives and Strategies Summary
10. Changing Landscape
11. Objectives and Strategies Narrative Detail
12. Appendices
  - a) Significant Tobacco Control Legislation 2012-2014
  - b) Significant Achievements 2012-2014
  - c) Local Successes
  - d) Endnotes

## **7. CHANGING LANDSCAPE OUTLINE**

The general topics of for the Changing Landscape section of the Master Plan include:

- Definition of tobacco, proliferation of products, and changing tobacco industry
- Challenges to the infrastructure, interagency leveraging of resources
- Importance of state and local partnerships and networks
- Unjust disparities
- Potential under the Affordable Care Act
- Global leadership

**8. NEXT STEPS**

- a. Updated recommendations from sub-committees submitted to Master Plan writer by March 7, 2014 for compilation of Draft #2
- b. April webinar:
  - Review of Draft #2 of Master Plan; feedback from TEROC for incorporation into next draft.
  - Confirm wording on Master Plan goal re: rate of tobacco use
  - Vote on MP cover

**9. PUBLIC COMMENT**

No public comment.

Dr. Ong moved to adjourn the meeting. The motion passed unanimously.

The meeting was adjourned at 3:35 PM.

A TEROC webinar will be scheduled for April, 2014.

A two-day TEROC meeting will be scheduled for May, 2014.